

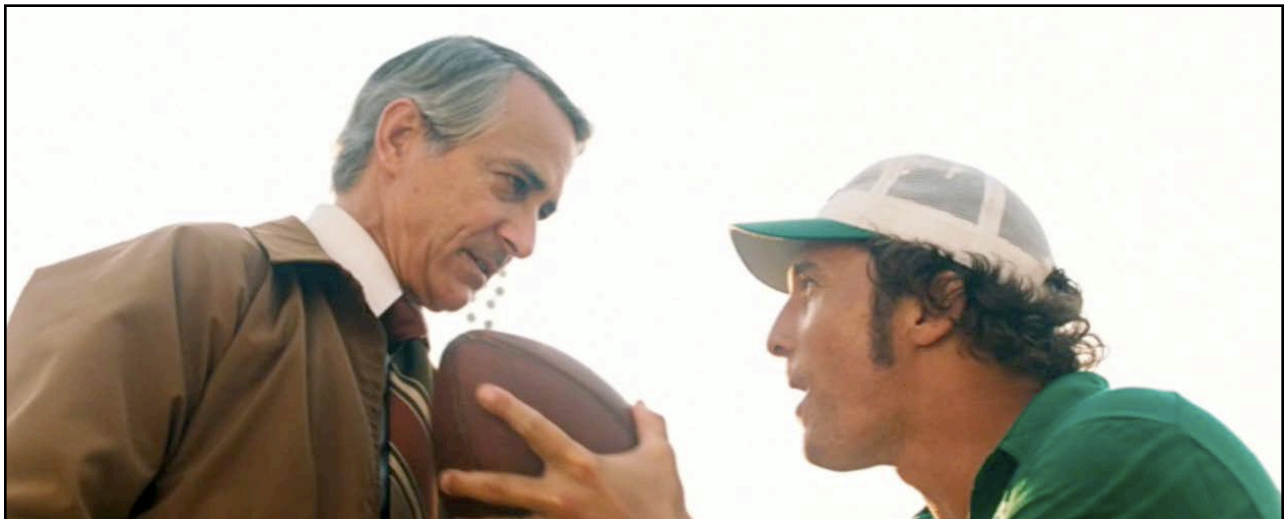
Synergy of the President & Enrollment Officer

What the President Needs to Know and When

Mr. Joshua Beers, Senior Vice President of Student Experience
Lancaster Bible College | Capital Seminary & Graduate School



1



We Are Marshall (2006)

2

Relationship with the President

- The importance of the relationship
- Maximizing Presidential influence

3

Presidential Responsibilities

- Protect and advance the mission of the college
- Fiscal health of the college

4

Presidential Expectations for Enrollment

- Where can I fail as enrollment leader?
- Where can I not fail?

5

Setting Goals

- Utilizing the President to Help Shape a Campus Wide Plan

6

The Communication Cycle: Keeping the President Informed

7

Owning the Results

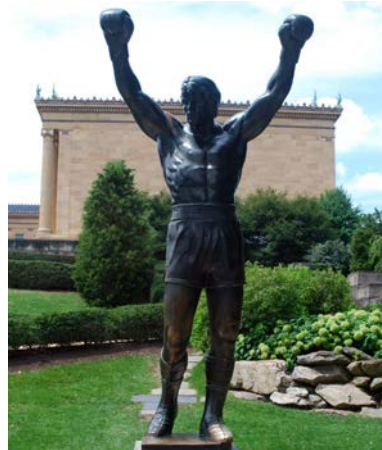
When things go right and when things go wrong, do I go to the mirror or window?



8

Winning and Losing: How We Celebrate and How We Fix

*Winners find solutions;
losers make excuses.*



9

Winning and Losing: How We Celebrate and How We Fix



10

The Influence of the President On Enrollment



11



**LANCASTER
BIBLE COLLEGE**

CAPITAL SEMINARY &
GRADUATE SCHOOL

Josh Beers

Sr. VP for Student Experience

jbeers@lbc.edu

Office Phone: 717.569.7071 ex. 5246



12